

Planning For Malmesbury

July 2023

1. Introduction

'Planning for Malmesbury' is a guide to how the Local Plan Review ('the Plan'), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Malmesbury, as follows:

Policy	Title
16	Malmesbury

A table containing the current planning policies for Malmesbury and their status is included in Appendix 1.

The Plan sets out what local priorities will shape development and future growth in Malmesbury ('place shaping priorities'). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town's future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

2. Malmesbury - Context and challenges

Population	6000 ¹	15 th largest of the County's 16 main settlements
Strategic role	Market Town	Potential for significant development that will increase the jobs and homes in each town to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities

Environment

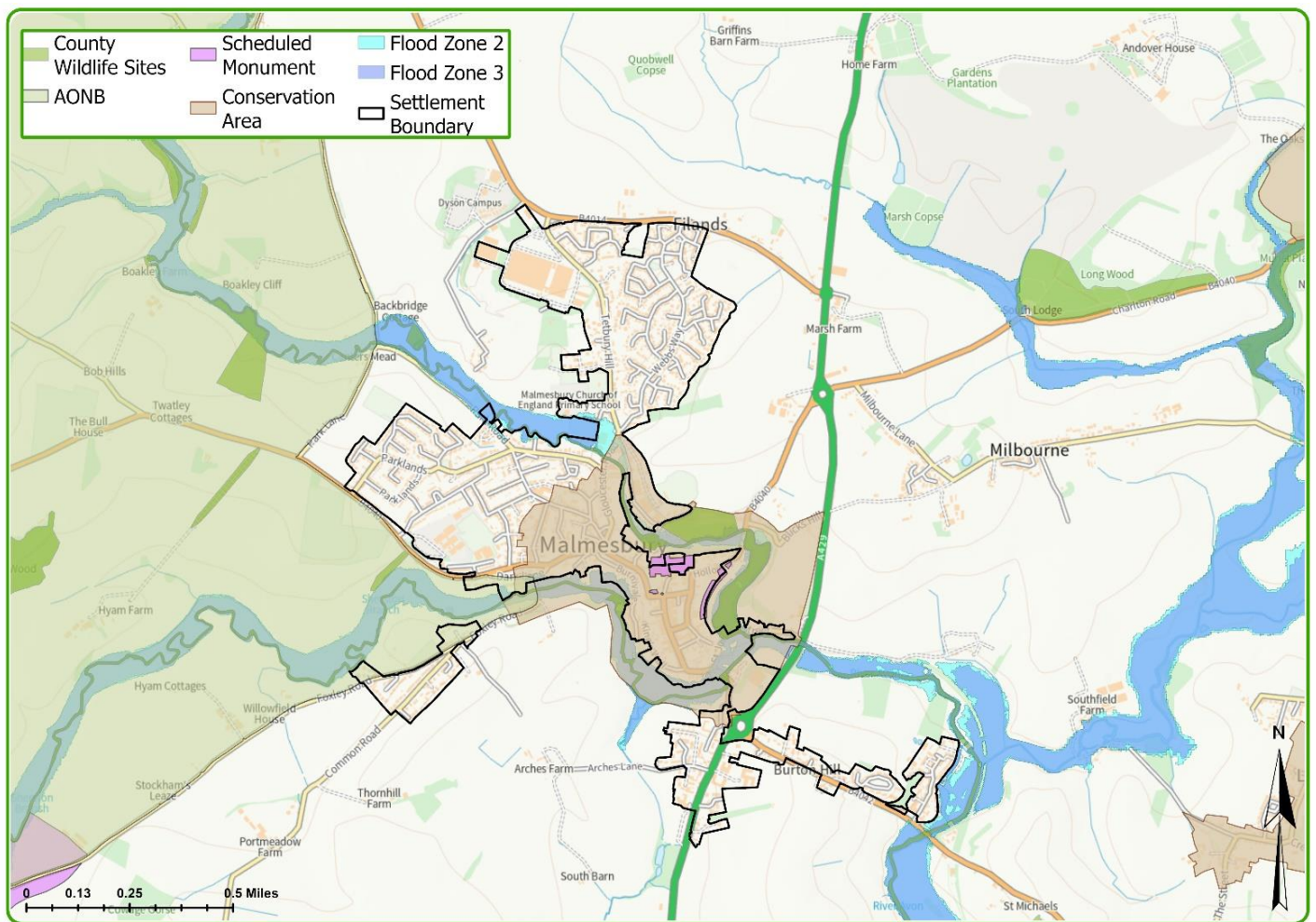


Figure 1. Environmental constraints and designations at Malmesbury.

Malmesbury is a small hilltop town serving a wider rural hinterland. It has a very high quality built and natural environment. The Cotswolds Area of Outstanding Natural Beauty (AONB)

¹ [Census 2021, ONS](#)

abuts the western edge of the town and the consideration of the AONB and its setting is a significant consideration for development proposals in this area.

The town has a high-quality historic core which includes the 12th century scheduled monument Malmesbury Abbey, the town walls and the market cross located in the town centre. The setting of and view to the Abbey from the east is a significant planning consideration. A large conservation area also covers the central part of the town. Development proposals in and around this area must be of a high-quality design, respecting the historic setting. The historic environment is important for the local economy, with Malmesbury being a tourist destination for the wider area.

The town is surrounded by the River Avon and Tetbury Avon which meet at the southern part of the town. Areas of flood zone associated with the river serve as a constraint to development in this part of the town. The river and its setting serve as social, environmental, and economic assets for the town and there is a wealth of Green and Blue Infrastructure benefits, including recreation opportunities and the enhancement of biodiversity in the town.

The routes of the B4040 and B4014 lie close to the town, also acting as physical barriers to development for some parts of the town. The busier A429 skirts the town more loosely on its eastern extent. The town is reasonably well connected by the A429 to the M4. It also has functional links north to Cirencester.

How has Malmesbury developed?

Malmesbury is a relatively small market town that serves a wider rural hinterland.

From the hilltop core at the confluence of the Tetbury Avon and the River Avon, the town has grown eastward between the course of these two rivers. Since then, it has expanded northward to the parts less environmentally constrained. Development has also occurred at Burton Hill which has been the exception to this, this area is located over the river on the southern approach to the town. In very recent years some residential development has come forward through the appeal process. This has included land northeast of the town off Park Road and land parcels northeast of the town around the Filand's development.

The level of housing growth proposed for the new plan period is lower due to the constrained nature of the town. As several sites for residential use have come forward through the appeal process in recent years no greenfield sites need to be allocated to meet the residual requirement for the plan period and instead local housing needs can be met through the small site contribution.

The following diagram shows how much housing has been delivered in Malmesbury from 2006 to 2022.

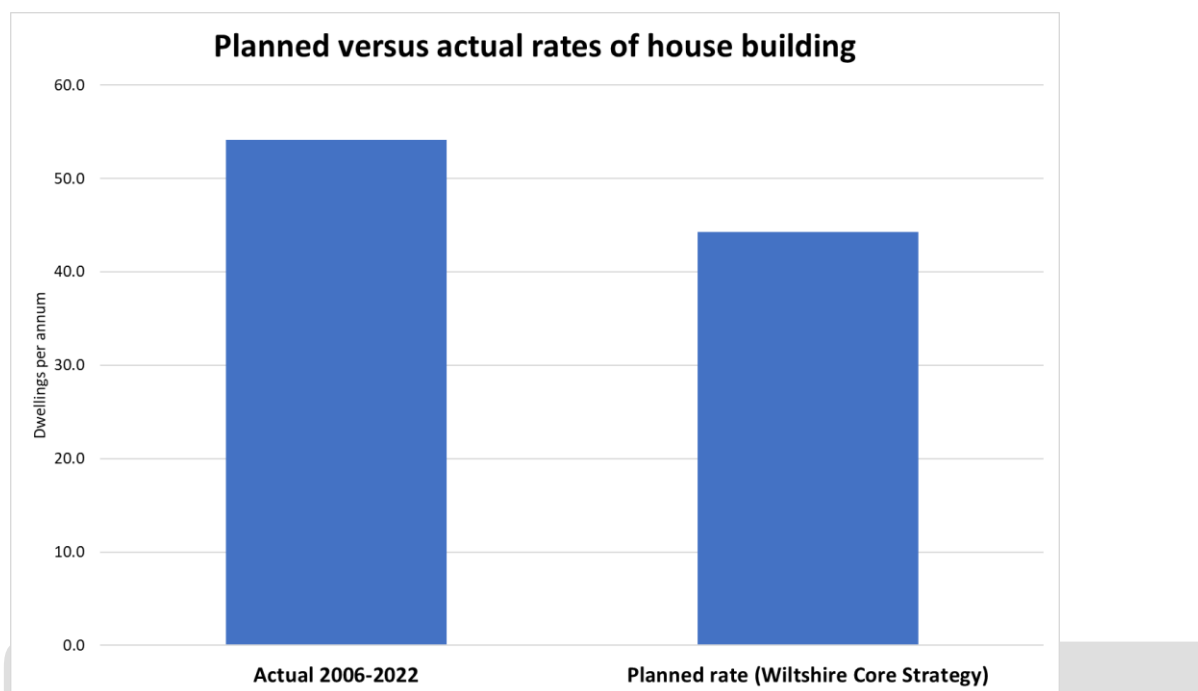


Figure 2. Wiltshire Core Strategy planned growth versus actual rates of house building in Malmesbury.

Malmesbury has a small employment base to the north-west of the town that is dominated by Dyson. The town’s proximity to the M4 via the A429 provides impetus for attracting further employment growth. Malmesbury’s strongest sector is wholesale and retail trade. This includes the Dyson facility in Malmesbury, where most of the employment is classified in the “Wholesale of Electrical Household Appliances” sub-sector. Dyson has continued to invest, completing its Research Design Development campus including the new Dyson Institute, and further afield in North Wiltshire through the acquisition of Hullavington Airfield as a second new product development campus. There are three principal employment areas (PEA) identified in Malmesbury at Malmesbury Business Park, Dyson Site, and Land North of Tetbury Hill.

The Wiltshire Core Strategy allocated two sites for new employment land in Malmesbury, these sites were saved North Wiltshire allocations. These were 1 ha on Land north of Tetbury Hill and 4 ha on Land at the Garden Centre. Both these sites have received planning permission during the plan period.

Malmesbury has an attractive and vibrant town centre. It is an important retail centre for the local area and in recent years there has been a new Waitrose store to the east of the town centre as well as planning permission for an Aldi on an out of town saved North Wiltshire Local Plan allocation. Over the past several years vacancies in the centre have fallen which is an encouraging sign of the level of business demand for premises in the centre. Since the opening of the Waitrose store the number of convenience goods retailers does not appear to have been negatively affected and the trend in comparison goods retailers and services has generally followed the national average. The Retail and Town Centres Study found it to have a

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strong local socio-economic profile and an attractive town centre concluding it is a vital and viable centre.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

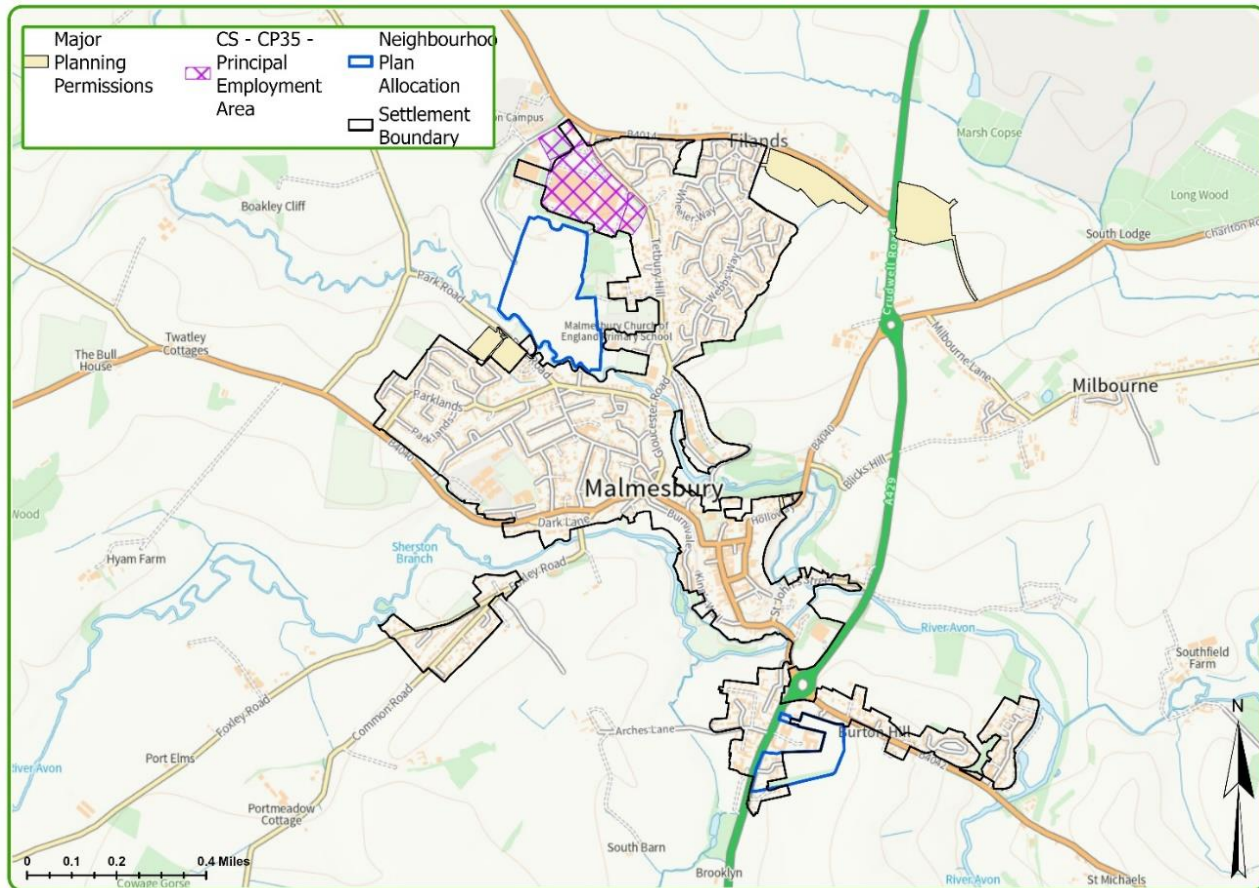


Figure 3 Current major planning permissions and existing development plan commitments at Malmesbury

Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Malmesbury has developed over recent years is in summary:

Malmesbury is a small hilltop town serving a wide rural hinterland. It is surrounded by a high-quality physical environment with the Cotswolds AONB to the west and the confluence of the River Avon and Tetbury Avon south of the town. It has an exceptionally high-quality built environment including Malmesbury Abbey, west of the town. For these reasons the level of growth is lower than in the past to meet local housing needs. It has a small employment base focused on Dyson but its location on the A429 and near the M4 provide opportunity to broaden the employment offer in the town. Malmesbury is an important retail centre for the wider area as well as a tourist attraction and this will be encouraged and enhanced.

A set of Place Shaping Priorities (PSPs) addresses matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Malmesbury Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

PLACE SHAPING PRIORITIES

PSP1 Housing needs: Deliver a range of housing to respond to local needs recognising the environmental constraints that affect the town's growth including the historic character of the town and its setting with Malmesbury Abbey and Market Cross at its core, areas of flood risk within the town and proximity to the Cotswolds Area of Outstanding Natural Beauty.

PSP2 Infrastructure: Ensure development is supported by infrastructure including providing for the younger population, improving traffic congestion and parking issues, the provision of local sports and leisure, the provision of adequate early years and primary school places and improvement and protection of Green and Blue Infrastructure.

PSP3 Economic growth: Support good prospects for economic growth including diversifying the local economy, building on local skills and protecting the town centre.

PSP4 Town centre strategy: Develop a strategy for the town centre that builds on Malmesbury's attractive town centre and further encourages spending and tourism, improves accessibility, better manages traffic and parking and safeguards, as well as capitalises on, heritage assets in the town centre.

PSPs sit alongside the spatial strategy for Malmesbury. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Malmesbury that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy plus new issues that need to be tackled during the next plan period.

Scales of growth at the town, as set out in the Revised Spatial Strategy², respond to concerns about the population increasing more than anticipated rates, coupled with job growth not corresponding to the recent increase in new homes built at the town.

The spatial strategy for Malmesbury reflects the findings of an Employment Land Review³, which concludes there is an indicative forecast demand for around 3 - 4.4ha of employment land at the town (comprising 0.6 - 1.4 for office and 2.4 for industrial). There were two saved North Wiltshire local plan allocation on land at the garden centre and land north of Tetbury Hill, and both have planning permission. The garden centre site has permission for an Aldi food store but does also have 2.57ha of remaining land available for employment use. The Persimmon Head Offices are located on Land at Tetbury Hill but there is also 0.72ha at of land available for employment use on the western edge of the site.

The new strategy identifies a requirement of 600 homes for the plan period 2020 to 2038. This is a reduced level of house building at Malmesbury compared to the Wiltshire Core Strategy.

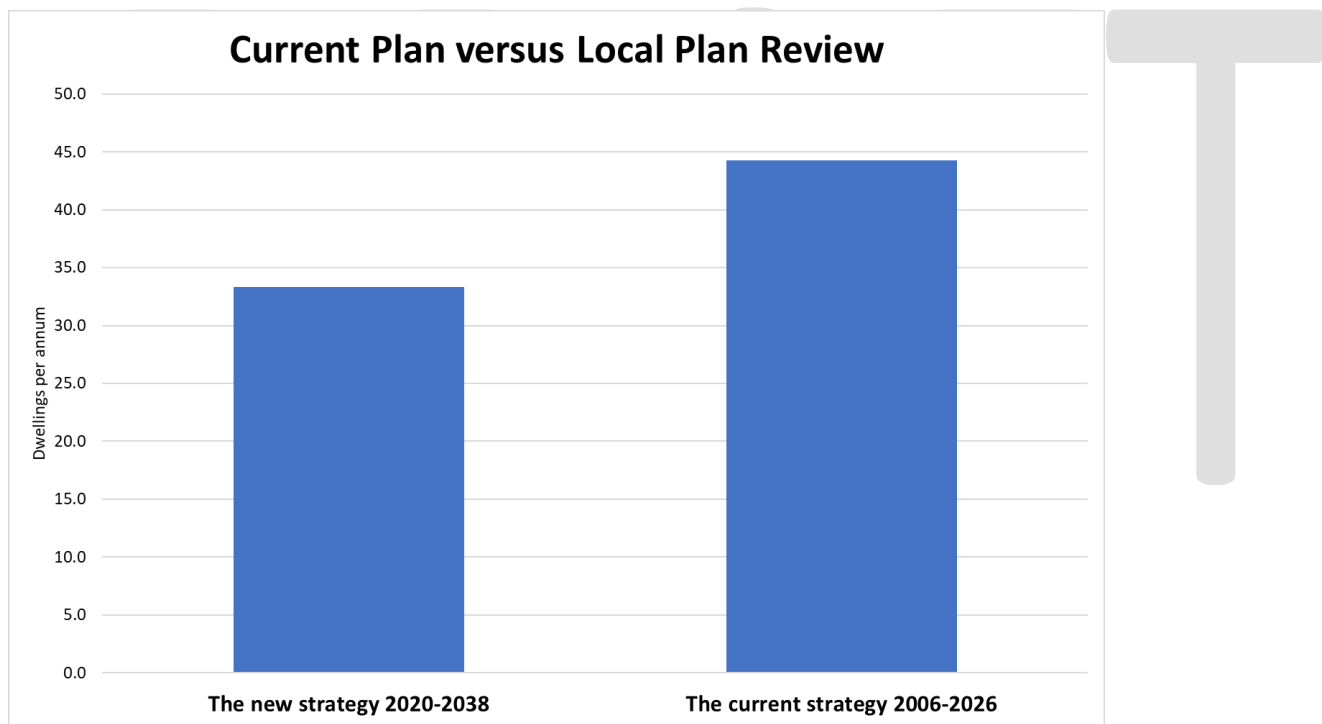


Figure 4. Wiltshire Core Strategy planned growth versus Wiltshire Local Plan Review growth in Malmesbury

The growth planned for Malmesbury will help to support the vitality and viability of the town centre, increasing the available pool of local spending. Where development takes place is also a consideration. If it can be located as near to the centre as possible this will help it to capitalise on growth. If there are opportunities to improve connections to and between the centre and sites for new development, this can also help. Improvements to footpaths,

² Wiltshire Local Plan Review Revised Spatial Strategy (Wiltshire Council, October 2023)

³ Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

cycleways and public transport can be provided in conjunction with developments. Growth can be guided to ensure continued investment in the town centre, in accordance with PSP4 which aims to build on the strength of Malmesbury's town centre by encouraging further spending and tourism as well as protecting the heritage that draws tourists in. The level of growth will provide for local needs while protecting the environmental assets at the town including the historic core and the setting to the Cotswolds AONB. The level of growth will also support its role as a tourist location and its retail offer in line with PSP3.

The evidence suggests there will not be strong demand to develop additional retail floorspace. Opportunities for investment in the town centre may need to be driven by other sectors.

3. Local Plan Proposals

Protecting the environment

Malmesbury is constrained in environmental terms when compared with other towns in Wiltshire. The Cotswolds AONB is located to the west of the town limiting greenfield expansion that side of the town. The high-quality historic core of the town includes Malmesbury Abbey and the landscape setting of this means opportunities for greenfield development to the east of the town are significantly constrained. There are areas of flood risk linked to the River Avon and Tetbury Avon, which also restricts development opportunities in some parts of the town. The routes of the B4040 and B4014 also limit spread of development and retain Malmesbury's tight knit form.

How many more homes?

From the level of growth over the plan period (see above) can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 140 homes to be accommodated at Malmesbury up until 2038.

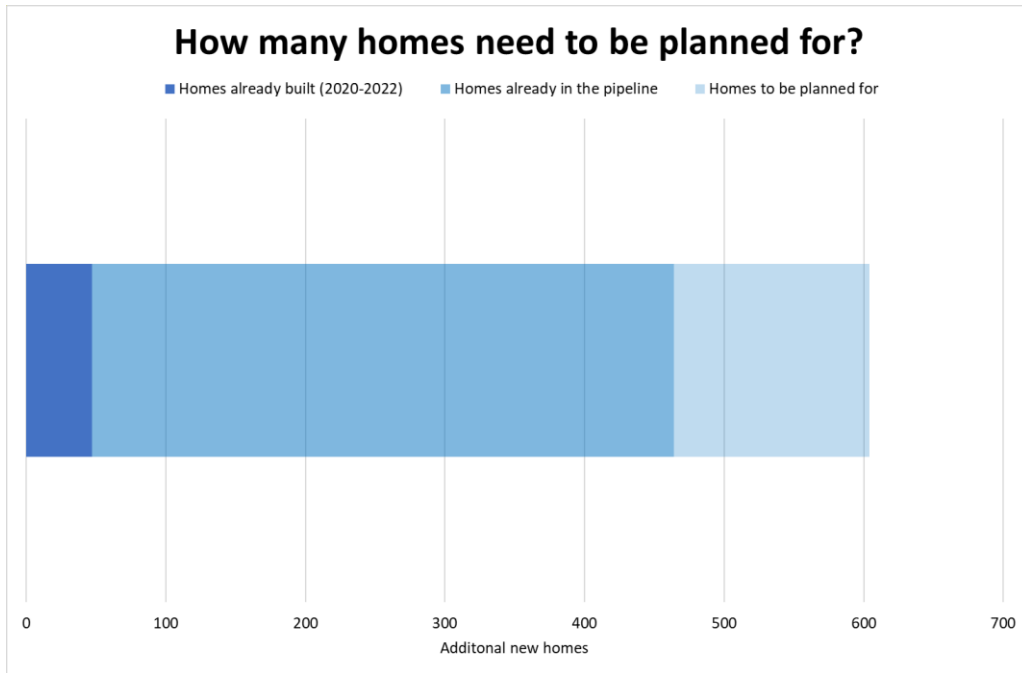


Figure 5. Calculating how many homes need to be planned for at Malmesbury

Selecting sites

Seven greenfield sites were considered reasonable alternatives for new homes and assessed through Sustainability Appraisal. (See map)

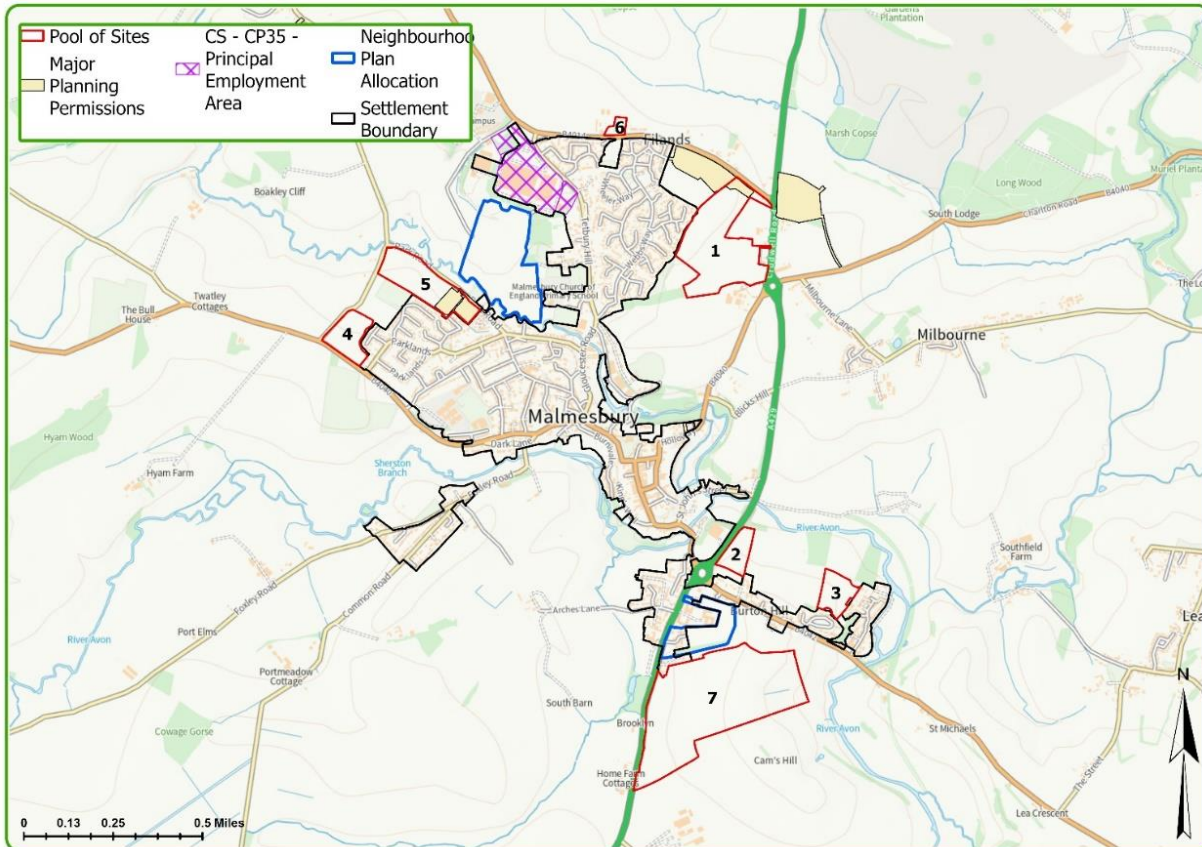


Figure 6. The pool of sites for sustainability appraisal at Malmesbury.

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental and economic effects.

Following this the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

All seven sites in Malmesbury are greenfield sites. Through the Sustainability Appraisal, Site 4 land off Park Lane and Sherston Road had the least adverse effects. Four sites scored equally – Site 1, Site 5, Site 6 and Site 7, and Site 2 and Site 3 were the least sustainable.

All seven sites were then evaluated according to how well they could support the PSPs. Site 4 scored well against the PSPs and offered the opportunity to round off the western corner of Malmesbury although it is further from the town centre and employment opportunities than some sites. When considering the Sustainability Appraisal and PSPs together Site 5 also offers the opportunity to round off the western corner of Malmesbury however 76 dwellings have now come forward on this site through successful appeals for two planning applications on the closest third of the site to the town, and there are transport and biodiversity issues for the site. Site 1 Land at Whychurch is affected by significant landscape considerations reflected in the SA, particularly to the southern end of the site and impact on the setting of the Abbey could be an issue. Sites 3 Land at Cowbridge Farm and site 7 Lawn Farm are not well related to the existing built area of Malmesbury. Site 2 Land northeast of Priory Roundabout, whilst closer to the town centre of Malmesbury, is also separated from the main built-up area of Malmesbury by the A429. Site 6 White Lodge Farmhouse is also less well related to the main built-up area of Malmesbury as it is separated by the B4104.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The Sustainability Appraisal process and its results are contained in a separate report⁴.

What development is proposed?

The plan recognises that at some main settlements the supply of greenfield sites is either severely limited (for example because of green belt designation) or the release of land needs to be managed particularly carefully, minimising its use so as not to harm the overall character and setting to a settlement.

In Malmesbury several greenfield sites for housing have come forward in recent years as a result of planning appeal decisions. There is also still a greenfield site allocated in the

⁴ Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, October 2023)

Malmesbury Neighbourhood Plan to the north-west of the town; this allocation may also increase in capacity during the review of the neighbourhood plan. This has meant that the residual requirement for Malmesbury is very low. Coupled with the constrained nature of the town it is not necessary to allocate a greenfield site for development in Malmesbury during the plan period. The remaining housing residual will be delivered through the small sites' contribution of 60 dwellings.

Reserve Sites

Reserve sites are proposed at main settlements and will only be released for development should for any reason other allocations be delayed or the contribution from small sites fail to materialise. A strategic policy of the Plan sets out precisely in what circumstances and under what conditions a reserve site may obtain planning permission.

In Malmesbury there is no greenfield allocation for housing in the plan and the housing supply relies on planning applications granted through appeal and the delivery of the neighbourhood plan allocation north-west of the town. A reserve site is therefore proposed in Malmesbury to provide contingency should any of these proposed developments fail to be built in the plan period.

At Malmesbury Site 4 Land off Park Lane and Sherston Road is identified as a reserve site.

On current evidence, whilst there is demand for more employment land in Malmesbury there are currently no sites available in the town.

Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

An aim of the Local Plan is to strengthen the town centre, but the Wiltshire Town Centre and Retail Study does not forecast a need to allocate any sites for additional retail floorspace, based on shopping trends and growth in catchment spending. Further regeneration initiatives would boost service, tourism, and hospitality sectors, as well as including elements of residential development. This would include the night-time economy. Improving the attractiveness of the environment, such as the public realm, can also help induce better investment confidence.

The part played by the Local Plan is to position site allocations for homes and business that help to increase footfall due to their location and by good footpath, cycle and public transport connections.

The Town Centre Boundaries and Primary Shopping Area Boundaries were identified in the 2015 Retail Review. The 2020 Wiltshire Retail and Town Study reviewed these boundaries and found them to be up to date.

Malmesbury is defined as a Market Town in the town centre hierarchy. The town centre boundary and primary shopping area can be found on the policy map.

The Retail and Town Centres Study 2020 indicates that recent growth in the number of food retail stores in the town has been able to enhance self-containment for this type of local shopping need. There is a small capacity for new comparison floorspace. Overall, existing retail floorspace is reasonably sufficient to meet these needs over the period to 2035. However, proposals for both convenience and comparison floorspace through new developments and redevelopments and expansion within the town centre will be supported at the town over the period to 2035 to support a trend of retaining shopping trips and reducing the need for the local population to travel to Chippenham and Tetbury for these services. There could be potential to grow the food and beverage market over the plan period.

PSP4 encourages the development of a town centre strategy for Malmesbury to further draw in tourists, protect and enhance the heritage in the town centre and ensure it functions well with improved parking. There is a Malmesbury Town Team in place that works in close partnership with Malmesbury Town Council and since 2020 has received an annual grant from the Town Council. This Town Team takes forward various town centre projects.

4. How will growth be delivered?

Landowners, business and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Malmesbury that have been devised in consultation with Malmesbury Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.
- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

The Malmesbury Neighbourhood Plan (MNP) was 'made' on 15th February 2015. It covers Malmesbury Town and the adjoining Brokenborough Parish and St Paul Malmesbury Without Parish. The plan sets a vision, objectives and allocates sites for housing in two locations. Housing at Burton Hill to the southwest of the town has come forward. Land at the northwest of Malmesbury, south of Dyson Limited research and west of Malmesbury CE School has yet to be developed. The neighbourhood planning group are reviewing the neighbourhood plan including the quantum of development on the site northwest of Malmesbury.

There are likely to be opportunities for the neighbourhood planning process to identify small to medium scale sites to deliver a modest level of growth over the Local Plan period. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Large Villages within the Malmesbury neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements⁵. Ten per cent of the scale of growth suggests a baseline requirement of 60 dwellings. The neighbourhood plan is being reviewed and the quantum of development on the site northwest of Malmesbury is being recalculated. As the environs of Malmesbury are

⁵ Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

constrained, a number of greenfield proposals have come forward through the appeal process and there is already a neighbourhood plan allocation at the town. The neighbourhood plan requirement for Malmesbury is therefore reduced to 35 dwellings.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Malmesbury neighbourhood area requirement (2020 to 2038)	35
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Local Infrastructure

The growth of Malmesbury needs to be supported by the correct infrastructure, services and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g., community facilities, green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following summarises known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

Education

Additional school places at both primary and secondary levels will be provided, as necessary, by funding from developer contributions.

Sustainable transport

Malmesbury is in close proximity to the M4, linked by the A429.

Current transport constraints/concerns include:

- Parking constraints in the town centre.
- Traffic congestion

Improving traffic congestion and parking issues by ensuring development is supported by infrastructure is reflected in PSP2.

There is not a transport plan in place for Malmesbury but potential mitigation for development could include:

- Developing a new Transport Plan for Malmesbury to include public transport, highway maintenance and walking and cycling routes.
- Contributing towards road and pavement improvements and maintenance.

Health and social care

Malmesbury is served by one health care centre, Malmesbury Primary Care Centre, which has no known capacity issues. However, there are opportunities to improve health provision in the town and a new development should make all efforts to avoid causing a negative capacity gap in GP provision.

Utilities

The electricity infrastructure is constrained across much of Wiltshire. The Grid Supply Points in Wiltshire, located in Minety and Melksham are both constrained. The Bulk Supply Points across Wiltshire are also constrained.

With the uptake of low carbon technology and the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

According to SSEN's generation availability map, the substation in Malmesbury is constrained, therefore could potentially struggle to withstand additional energy generation connections to the grid, if a site were to produce its own energy. According to SSEN's Network Capacity (demand) Map, the substation in Malmesbury is constrained, therefore could potentially struggle to withstand further significant demand.

Appendix 1 Policy Context

Policy	Title	Retained, Replaced or Deleted
WCS Core Policy 13	Spatial Strategy Malmesbury Community Area Principal Employment Areas: <ul style="list-style-type: none"> • Malmesbury Business Park, • Dyson Site, and • Land North of Tetbury Hill. 	Replaced with Policy 16 Malmesbury Market Town
NWDC policy BD1	Saved employment allocations: Garden Centre, Malmesbury (3.9ha) Land to the north of Tetbury Hill (1ha)	Retained within Policy 16 Malmesbury Market Town

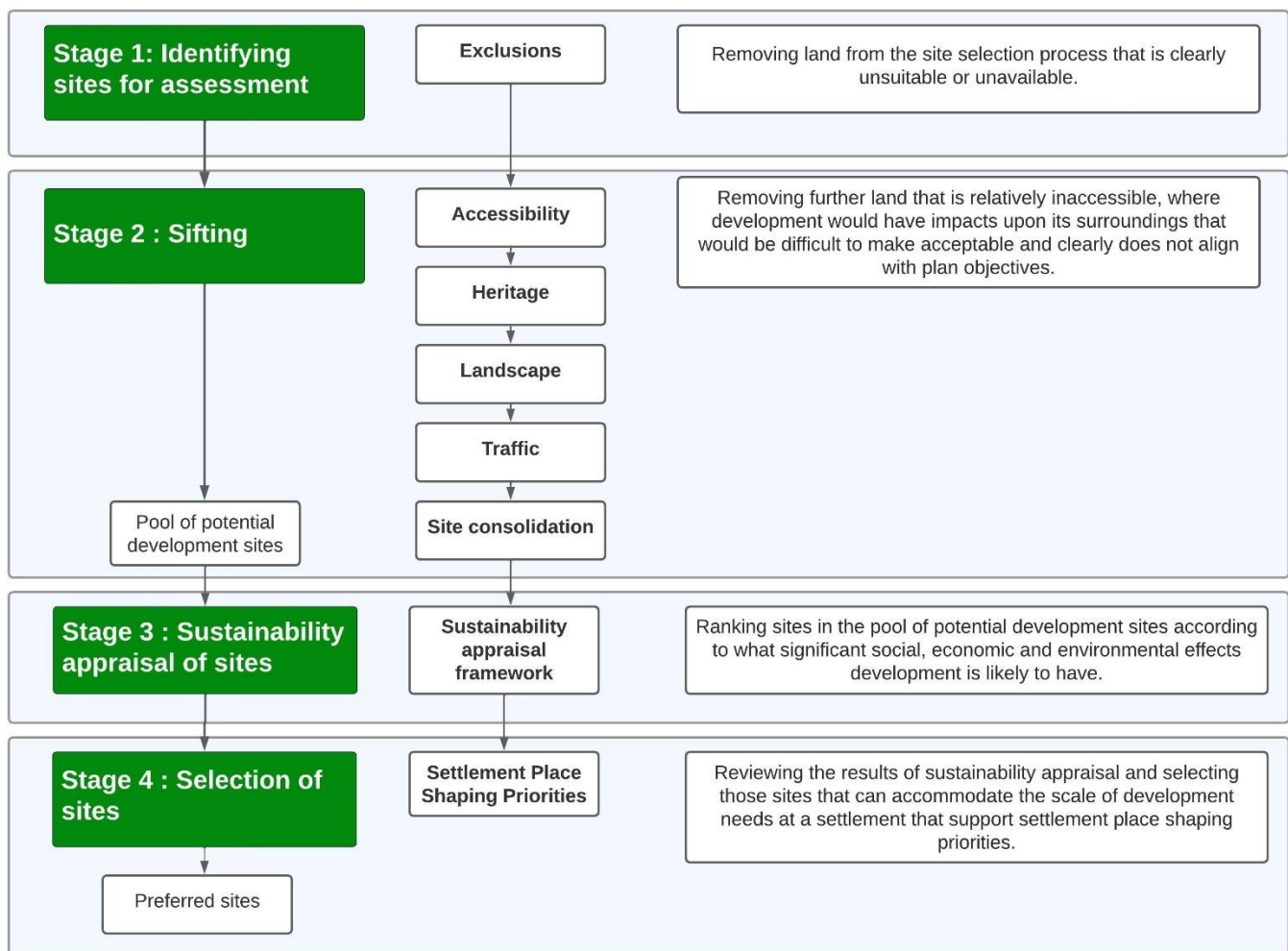
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Appendix 2 Site Selection

The purpose of this appendix is to explain the site selection process at Malmesbury, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

Summary of the site selection process



Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment⁶ (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of

⁶ Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

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land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans⁷. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Malmesbury.

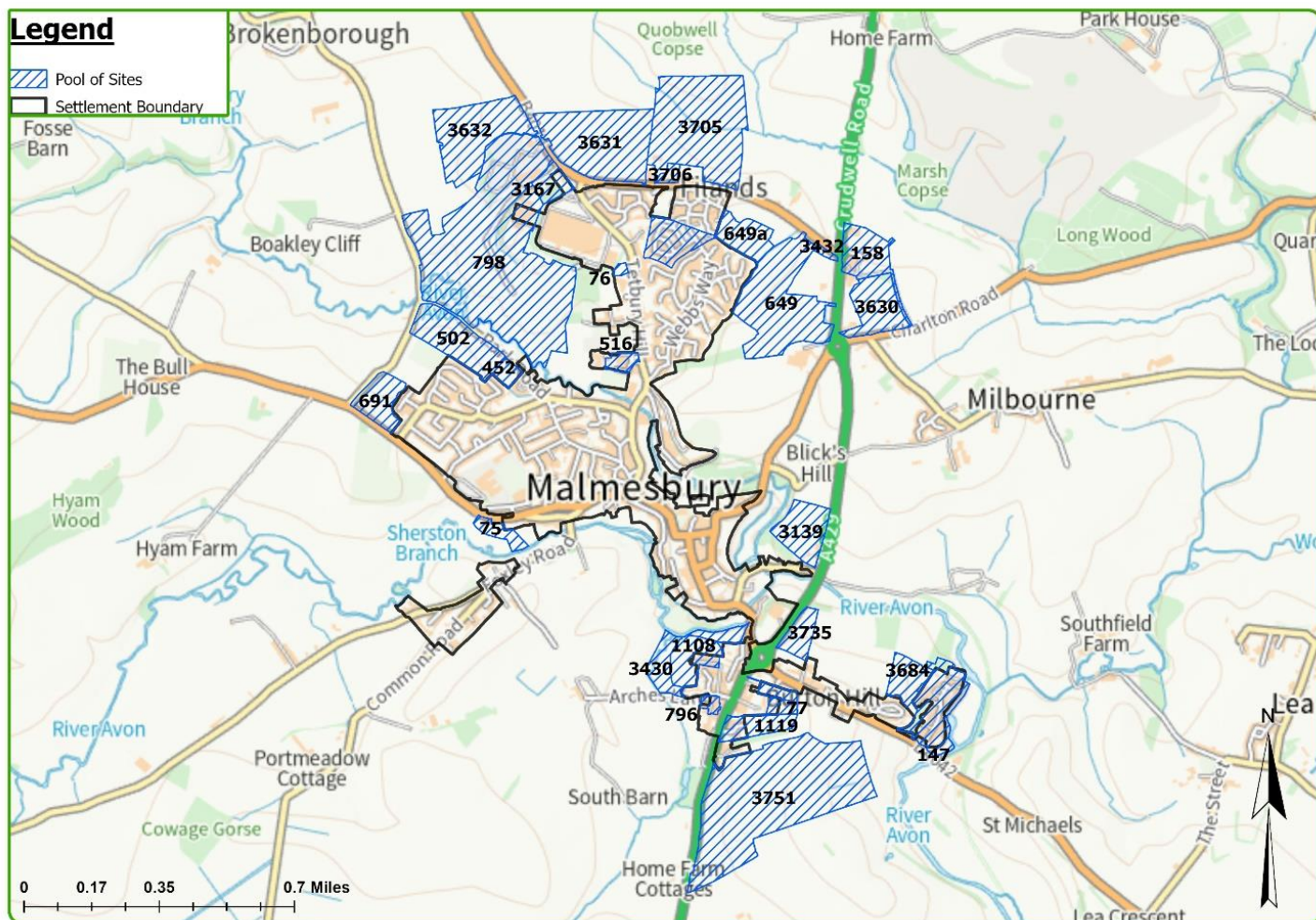


Figure 8. The pool of sites at the start of the site selection process at Malmesbury.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

⁷ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

Twelve sites at Malmesbury were excluded at Stage 1.

Site ref.	Reason for removal at Stage 1
76	Unsuitable. Below site size threshold.
77	Unavailable.
147	Unsuitable. Site built out.
496	Unsuitable. Site built out.
516	Unsuitable. Site built out.
796	Unsuitable. Site built out.
1108	Unavailable.
1119	Unavailable. Planning permission granted.
3139	Unavailable.
3167	Unsuitable. Principal Employment Area.
3632	Unsuitable. Isolated from the settlement.
649a	Unavailable. Planning permission granted.

Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence⁸) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using Sustainability Appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

⁸ To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Strategic Context – Malmesbury:

Context criteria	Detail
Long-term pattern of development	From the hilltop core at the confluence of the Tetbury Avon and the River Avon, the town has grown eastward between the course of these two rivers. It then subsequently expanded northward to the parts less environmentally constrained. Burton Hill has been the exception, over the river on the southern approach to the town.
Significant environmental factors	<p>The hilltop defensive character of the settlement is a significant and distinctive characteristic of the town. Broad areas where future growth is most constrained, to retain this feature, are around the southern end of the urban area.</p> <p>The Cotswold Area of Outstanding Natural Beauty fringes the town broadly to the west.</p> <p>There are areas of flood risk associated with each river.</p>

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	<p>The lines of the B4040 and B4014 appear broadly to limit the spread of the current urban area. Development beyond them meets rising land and any significant development would represent a departure and possible precedent.</p> <p>The busier A429 skirts the town more loosely on its eastern extent. It is less clearly in a role like the other minor roads.</p>
Scale of growth and strategic priorities	<p>The scale of growth is relatively modest, and the vast majority is already in the pipeline.</p> <p>Strategic priorities include the overriding importance of retaining the character and setting to the town and its heritage assets. They involve gearing new housing provision to better meet local needs, retaining a flourishing town centre, and improving the spread of local employment opportunities.</p>
Future growth possibilities for the urban area	<p>The likeliest future growth possibilities continue past directions; within the two rivers to the east and north-east, within the line of the A429.</p> <p>The relatively small proportion of additional land needed to meet the scales of growth envisaged at the settlement reduces the need to have a large pool of possible sites from which to choose.</p> <p>There are SHELAA sites being promoted that could continue the past long-term pattern of development. This pattern has reduced conflicts with significant environmental factors.</p> <p>There are SHELAA sites outside the broad extent of the urban area that would set possible precedents when a significant departure from past patterns does not appear necessary because of the relatively modest amount of additional land that appears to be needed.</p> <p>SHELAA sites (502 and 452) adjoin each other and represent an eastern extension of the urban area. It would be logical to consider this area comprehensively, to what extent and for what uses the area may be suitable for development.</p>

Table X: Stage 2 assessment conclusions

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
798	Backbridge Farm	Yellow	Yellow	Green	Red	Green	<p>A portion of this site is allocated for development in the neighbourhood plan.</p> <p>The further reaches of the site do not have good accessibility and there are flood risks to manage.</p>	Red X

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							<p>The area, if developed, would extend the urban area toward the AONB and a main concern is that the site shares inter-visibility with it. The likely scale of development envisaged at the settlement over the plan period would not seem to require this step.</p> <p>The land is also visually very sensitive bounding the River Avon green corridor with open views up and down the valley.</p> <p>With these factors in mind, but particularly that further development would be likely to harm the landscape setting of the river Avon, the site is rejected from further consideration.</p>	
649	Whychurch Farm						<p>This is a large area. Development of the northern part would extend the existing urban area over an area contained within the line of the A429, B4040 and B4014.</p> <p>Development of the whole site would potentially have a set of significant effects upon the character of the town as whole. Although there are notable issues in the southern portion of the site, these may not be insurmountable or rule out the whole area.</p> <p>It would be appropriate to combine this site with 3432 to consider one logical extension continuing the past pattern of growth, although the scale of development envisaged over the plan period would not seem to warrant the entire site area. Although a modest level of further growth would not require the whole site, if a smaller part is being considered, it would be sensible to take account of longer-term implications and possibly the area’s longer term treatment.</p> <p>Take forward for further assessment as there does not appear to be any overriding</p>	✓

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							significant impacts that justify excluding the site at this stage.	
3430	Land north and west of Malmesbury Static Caravan Park						<p>This site presents flood risk and heritage complexities. This parcel however involves particularly difficult landscape impacts that preclude the site as a reasonable alternative. The site is bounded by the sensitive St Aldhelm Mead Park river corridor with open views from pathways onto this land. Development here would have a major impact on the visual amenity of this park from that of a predominantly open rural character to a more enclosed linear green corridor between the two urban areas of Malmesbury and Burton Hill. This is a main factor to remove the land from further consideration.</p> <p>To some degree too, development of this land would also worsen the threat of coalescence with Burton Hill, but the size of the site does not mean this is a significant departure from the existing pattern of development.</p>	X
502	Land West of Malmesbury						<p>The area extends the existing built-up area, with boundaries defined by local roads. It has a range of constraints that potentially might limit the site's acceptability and capacity for development.</p> <p>It would be appropriate to combine this site with 452 to consider one logical extension continuing the past pattern of growth.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	✓
3631	Land north of the						The site is north of the B4014, south of which is the main urban extent of the town. Its accessibility to important destinations in the	X

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
	B4014/Tetbury Road	Yellow	Green	Green	Red	Green	town is below the average of available sites as a result. Existing development in the area takes the form of sporadic development along the B4014 without development rising up the slope. Significant development of the site would represent a marked change. This site is very exposed to views from the countryside to the north and east and an urban encroachment into the open countryside and significant harmful landscape impacts. Given its location the site has limited scope for development, a low density or frontage development at best. On this basis the site is rejected.	Red
452	Land At Park Road	Green	Yellow	Green	Yellow	Green	<p>The area extends the existing built-up area, with boundaries defined by local roads. It has a range of constraints that potentially might limit the site's acceptability and capacity for development. None, individually or together however, appear sufficient to reject the site.</p> <p>It would be appropriate to combine this site with 502 to consider one logical extension continuing the past pattern of growth. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	Green ✓
691	Land adjacent Park Lane	Yellow	Green	Green	Yellow	Green	The site appears relatively unconstrained in terms of its wider environmental impacts, although below average in terms of accessibility by non-car modes of travel. It appears to be a reasonable alternative.	Green ✓

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
SHELAA								
		Yellow	Green	Green	Yellow	Green	Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	Green
75	Rear of Bloomfield House Land	Green	Green	Green	Red	Green	<p>The site sits within the AONB and should not be considered for large scale urban development, except in exceptional circumstances. Impact on the attractiveness of the landscape is the central consideration.</p> <p>Development would be further encroachment beyond the B4040. The site is prominent in views toward the AONB and views toward the town. Potential for development would also appear to be against the urban grain, with scope limited to a low density or frontage development at best. On this basis, the site is rejected from further consideration.</p>	Red X
3432	Inglenook, Crudwell Road	Yellow	Green	Green	Green	Green	<p>A very small site which would be more appropriately considered alongside the larger site 649. There appear to be no insurmountable complexities in terms of wider impacts that would merit rejecting the site at this stage.</p> <p>It would be appropriate to combine this site with 649 to consider one logical extension continuing the past pattern of growth. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	Green ✓
3684	Land at Cowbridge Farm	Yellow	Green	Green	Yellow	Green	<p>A site located on a periphery of the town, to the east of the main road A429, which may limit optimising connectivity to the town.</p> <p>There appears to be low flood risks associated with the site, as well as low risks in terms of heritage. Potential for landscape impacts which would require further</p>	Green ✓

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Taken Forward
							consideration. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	
3705	White Lodge Farm, Filands						The site is north of the B4014, south of which is the main urban extent of the town. Its accessibility to important destinations in the town is below the average of available sites as a result. Existing development in the area takes the form of sporadic development along the B4014 without development rising up the slope. Significant development of the site would represent a marked change. This site is very exposed to views from the countryside to the north and east and an urban encroachment into the open countryside and significant harmful landscape impacts. Given its location the site has limited scope for development, a low density or frontage development at best. On this basis the site is rejected.	N
3706	White Lodge Farmhouse						A site located on a periphery of the town. There appears to be low flood risks associated with the site, as well as low risks in terms of heritage. The site is relatively well contained from a landscape perspective. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	Y
3735	Land NE of Priory Roundabout (A429)						The site is located close to Priory Roundabout to the east of the main road A429, which may limit optimising connectivity to the town. Parts of the site have medium groundwater flood risk. The site is close to the conservation area, and heritage and landscape impacts would require further consideration. Take forward for further assessment as there does not appear to be	Y

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B – Strategic context and overall judgement	Decision
SHELAA								Taken Forward
							any overriding significant impacts that justify excluding the site at this stage.	
3751	Lawn Farm						The large site is south of the town in a peripheral location likely to sub-optimal in terms of accessibility. The site is likely to be at low flood risk. The site is close to a listed building with potential for impacts on the setting. The site has variable topography and landscape impacts up the slopes of Cam's Hill would require further consideration. Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.	Y

Of those sites that are taken forward, it was appropriate in some cases for to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
649, 3432	The sites abut and have no strong physical barriers between them.
502, 452	The sites abut and have no strong physical barriers between them.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
1	Whychurch Farm & Inglenook, Crudwell Road	649, 3432
2	Land NE of Priory Roundabout (A429)	3735
3	Land at Cowbridge Farm	3684
4	Land off Park Lane Sherston Road	691
5	Land West of Malmesbury & Land at Park Road	502, 452
6	White Lodge Farmhouse and surrounding area, Filands	3706
7	Lawn Farm	3751

Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site⁹.

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all 'objectives' (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

Reasonable alternatives are rejected at Stage 3 where the Sustainability Appraisal concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

Seven sites assessed through Sustainability Appraisal at Stage 3, were taken forward for further consideration at Stage 4:

- Site 1: Whychurch Farm & Inglenook, Crudwell Road
- Site 2: Land NE of Priory Roundabout (A429)
- Site 3: Land at Cowbridge Farm
- Site 4: Land off Park Lane Sherston Road
- Site 5: Land West of Malmesbury & Land at Park Road
- Site 6: White Lodge Farmhouse and surrounding area, Filands
- Site 7: Lawn Farm

⁹ Wiltshire Local Plan Review Sustainability Appraisal Report (July 2023)

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- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

Malmesbury: Table showing summary of assessment scores listed in order of site sustainability performance (More ▢ Less)

SITE	Overall site score (sustainability rank)	SA obj 1 (Biodiversity)	SA obj 2 (Land + soil)	SA obj 3 (Water)	SA obj 4 (Air/poll'n)	SA obj 5 (Climate)	SA obj 6 (Energy)	SA obj 7 (Heritage)	SA obj 8 (Landscape)	SA obj 9 (Housing)	SA obj 10 (Inc comms)	SA obj 11 (Transport)	SA obj 12 (Economic)
Site 4	-3 (1 st)	-	-	--	-	-	+	-	-	+	++	-	++
Site 1	-6 (=2 nd)	-	--	--	-	-	0	--	--	++	++	--	+++
Site 5	-6 (=2 nd)	--	-	--	-	--	+	-	-	+	++	--	++
Site 6	-6 (=2 nd)	0	-	--	-	-	+	-	-	+	0	-	0
Site 7	-6 (=2 nd)	--	--	--	-	-	0	-	--	+++	++	--	++
Site 3	-7 (6 th)	--	-	--	-	-	+	-	--	+	+	-	+
Site 2	-8 (7 th)	--	-	--	-	-	+	--	--	+	+	-	+

Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

At Malmesbury, all seven sites that were assessed at Stage 3 were assessed at Stage 4 against the Place Shaping Priorities, which is set out in the following table:

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Site	PSP1 Housing needs	PSP2 Infrastructure	PSP3 Economic growth	PSP4 Town centre strategy
Site 1	Weakness	Strength	Neutral	Neutral
	Although the site is not designated it has medium to high landscape value especially to the south of the site where it provides a setting for the Abbey and Market Cross. It is more rural in nature and is separated from the built edge of Malmesbury by landform and tree boundary vegetation. The capacity of the site is reduced, particularly to the south, due to these environmental constraints. However, the site is large and could accommodate some housing to the north to meet local needs.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. This site has public rights of way throughout the site that provide connectivity to the town.	Accessibility to employment has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. Large site with potential for mixed use	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.
Site 2	Weakness	Strength	Neutral	Neutral
	This site could accommodate housing to meet local need in Malmesbury however it is not well related to the existing built form of the town, and this is exacerbated because it is located on the opposite side of	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.

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Site	PSP1 Housing needs	PSP2 Infrastructure	PSP3 Economic growth	PSP4 Town centre strategy
	the A429 to the main built form of Malmesbury town.	amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. There is a GBI corridor to the north of the site along the river that could be an opportunity to enhance GBI.		
Site 3	Weakness	Neutral	Neutral	Neutral
	This site could accommodate housing to meet local needs in Malmesbury however it is not well related to the existing built form of the town. It has a rural character and development here could affect the rural setting of the town.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here.	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.
Site 4	Weakness	Strength	Neutral	Neutral
	This site could accommodate housing to meet local need in Malmesbury however the Cotswolds AONB adjoins the southwest and northwest	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.

Site	PSP1 Housing needs	PSP2 Infrastructure	PSP3 Economic growth	PSP4 Town centre strategy
	boundaries of the site, and this may limit the capacity of the site.	assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. Public rights of way to the west of the site provides access to the wider countryside.		
Site 5	Weakness	Strength	Neutral	Neutral
	The Cotswolds AONB joins the northwest of the site. The site to the north is in flood zone 2. The site is within Source Protection Zone 1c and has been classed by the Environment Agency as 'seriously water stressed'. Mitigation would be required to manage water at the site, and this may reduce capacity.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. GBI corridor to the north of the site along the river - potential for enhancement.	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. Site big enough for mixed use.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.
Site 6	Weakness	Weakness	Neutral	Neutral

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Site	PSP1 Housing needs	PSP2 Infrastructure	PSP3 Economic growth	PSP4 Town centre strategy
	This site is small and could only accommodate 13-19 dwellings to meet local needs in Malmesbury. The site is less well related to the main town as it is located on the opposite side of the B4014 compared to the built-up form of Malmesbury.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are assessed more positively here. This site is very small and unlikely to offer significant GBI or other infrastructure improvements.	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. Very small site with no prospect for mixed use.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.
Site 7	Weakness	Strength	Neutral	Neutral
	This site could accommodate housing to meet local need in Malmesbury however it is not well related to the existing built form of the town. It has a rural character that is largely separate to Malmesbury and Burton Hill.	PSP2 focuses on the provision of transport, infrastructure and GI. To a certain extent this PSS will apply equally to all development. Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. However, sites with potential to improve existing GBI are	Accessibility to the town centre has been assessed at stage 2 - all sites in this stage 4 assessment scored amber for accessibility at stage 2. Large site potential for mixed use.	This PSP is not directly impacted by site allocation other than how well connected a site might be to the town centre, which is already covered in PSP3.

Site	PSP1 Housing needs	PSP2 Infrastructure	PSP3 Economic growth	PSP4 Town centre strategy
		assessed more positively here. There are public rights of way throughout the site that link to the wider countryside.		

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The table below illustrates how assessment of sites against the Place Shaping Priorities has altered the rankings that were established through the Sustainability Appraisal process.

Site	Stage 4 Ranking	SA Ranking of Sites	PSP1	PSP3	PSP3	PSP4	Change from SA Ranking
1	=1st	=2nd					↑
2	=1st	7th					↑
3	2nd	6th					↑
4	=1st	1st					↔
5	=1st	=2nd					↑
6	3rd	=2nd					↓
7	=1st	=2nd					↑

The outcome of Stage 4 of the site selection process for Malmesbury is summarised under the ‘What development is proposed’ section earlier in this paper; concluding that one site emerged as the preferred (reserve) site, Land off Park Land and Sherston Road.

Two plots of land on Site 5 have recently received planning permission through the appeal process meaning approximately one third of the site closest to the existing built edge of Malmesbury now has permission for housing¹⁰. The assessment above is for the full site and it is likely the scoring would be more negative for the remaining site area due to the closer proximity of this land to the AONB.

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Malmesbury.

¹⁰ Appeal reference 36-449 for planning applications

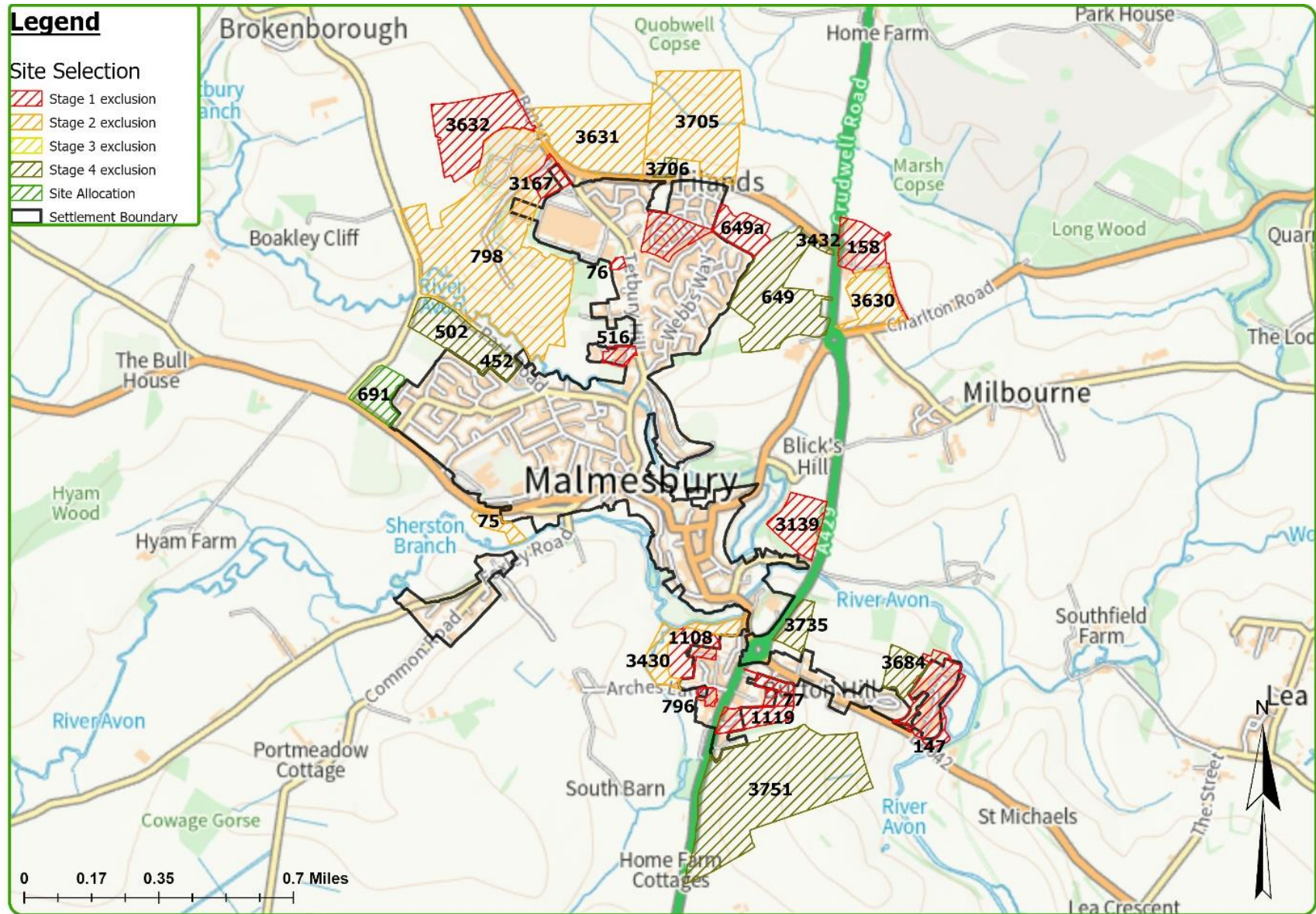


Figure 9. The results of the site selection process at Malmesbury.